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# Spam Technologies

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# Key Points

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- 人 Defining Spam
- 人 Measuring Spam
- 人 Fighting Spam
- 人 Defeating Spam



# Spam Defined

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👤 Attorneys say:

“It’s unsolicited bulk e-mail”

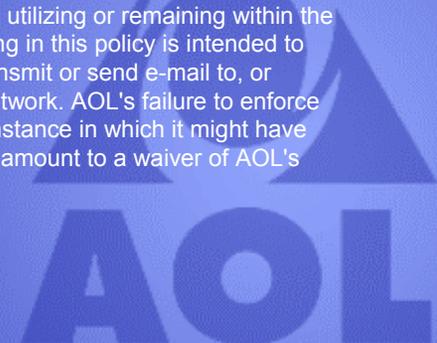
👤 Marketers say:

“It’s what spammers send”

👤 AOL Customers say:

“It's mail I don't want”

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# Measuring Spam

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- ✚ Different Email Addresses
- ✚ Different Domains
- ✚ Different IP space
- ✚ Different Content
- ✚ Same Reaction



# Methods of Fighting Spam

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- ✚ Enforcement of state and federal laws
- ✚ Educating the public
- ✚ Technological solutions



# Technological Solutions

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- ✚ Email address blocks
- ✚ Domain blocks
- ✚ IP address blocks
  - ✚ \$\$\$ to spend
  - ✚ Hijacked networks
  - ✚ Reverse DNS
- ✚ URL blocks



# Technological Solutions

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- ✎ Open Relay Blocks
- ✎ High Volume Monitors
- ✎ Spammy
- ✎ Bayesian Filters
- ✎ Connection Paths



# Success Rates

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- ✚ AOL files lawsuits against spammers
- ✚ Raising Spam awareness with members
- ✚ Ted's opinion
- ✚ Effective blocking



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# Thank You

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